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**ONLINE PURCHASE INTENTION OF BEAUTY
PRODUCTS AMONG WOMEN IN PERLIS**



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**MASTER OF SCIENCE (MANAGEMENT)
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**ONLINE PURCHASE INTENTION OF BEAUTY PRODUCTS AMONG
WOMEN IN PERLIS**



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(Management)**



**Pusat Pengajian Pengurusan
Perniagaan**
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ABSTRACT

The purpose of this study is to investigate the relationship of perceived ease of use, perceived usefulness, beauty product variety, pricing, product guarantee and subjective norm towards online purchase intention of beauty products among women in Perlis. 384 sets of questionnaires were distributed using convenience sampling method. However, only 312 set of questionnaires were returned back. All questionnaires collected were usable with a response rate of 81.25%. The data collected were analyzed using Statistical Package for Social Science (SPSS) version 23.0. Then, reliability analysis, descriptive analysis and inferential analysis were conducted. Through the reliability analysis, all variables used in this study are reliable with the value of each variable exceeds 0.6 as suggested by previous researcher. Besides, this study found that all the independent variables significantly related to online purchase intention of beauty products among women in Perlis ($p < 0.01$). 57% of online purchase intention of beauty products among women in Perlis was influenced to all the independent variables. Online purchase intention of beauty products among women in Perlis mostly by beauty product variety. Next, the influence factors to online purchase intention of beauty products among women in Perlis were followed by perceived usefulness, product guarantee, pricing, perceived ease of use and lastly subjective norm. In order to further improve this research, future research may conduct a qualitative research and added a number of appropriate variables. Knowledge of the factors influencing the intention to buy online among women is useful for organizations to prioritize their resources such as investment and time with the most efficient and effective manner.

Keywords: purchase intention, theory of planned behaviour, beauty product, pricing

ABSTRAK

Tujuan kajian ini dilakukan untuk menyiasat hubungan antara persepsi atas kemudahan penggunaan, persepsi atas kemanfaatan, pelbagai produk kecantikan, harga, jaminan produk dan norma subjektif terhadap niat membeli-belah atas talian terhadap produk kecantikan di kalangan wanita di Perlis. 384 set soal selidik telah diedarkan menggunakan kaedah persampelan mudah. Walau bagaimanapun, hanya 312 set soal selidik telah dipulangkan semula. Kesemua soal selidik yang dikumpul boleh digunakan dengan kadar respon sebanyak 81.25%. Data yang diperolehi dianalisis dengan menggunakan Pakej Statistik Sains Sosial (SPSS) versi 23.0. Kemudian, analisis kebolehpercayaan, analisis deskriptif dan analisis inferensi telah dijalankan. Melalui analisis kebolehpercayaan, semua pembolehubah yang digunakan dalam kajian ini adalah boleh dipercayai dengan nilai setiap pembolehubah melebihi 0.6 seperti yang dicadangkan oleh penyelidik terdahulu. Selain itu, hasil kajian mendapati bahawa semua pembolehubah tidak bersandar mempunyai hubungan ketara dengan niat membeli-belah atas talian terhadap produk kecantikan di kalangan wanita di Perlis. ($p < 0.01$). 57% daripada niat membeli-belah atas talian terhadap produk kecantikan di kalangan wanita di Perlis telah dipengaruhi untuk semua pembolehubah tidak bersandar. Niat membeli-belah terhadap produk kecantikan di kalangan wanita di Perlis dipengaruhi kebanyakannya oleh pelbagai produk kecantikan. Seterusnya, faktor pengaruh kepada niat membeli-belah atas talian terhadap produk kecantikan di kalangan wanita di Perlis diikuti oleh persepsi atas kemanfaatan, jaminan produk, harga, persepsi atas kemudahan penggunaan dan norma subjektif. Dalam usaha untuk meningkatkan lagi kajian ini, kajian akan datang boleh menjalankan penyelidikan kualitatif dan menambah beberapa pembolehubah yang sesuai. Pengetahuan tentang faktor yang mempengaruhi niat untuk membeli atas talian di kalangan wanita berguna untuk organisasi supaya mereka dapat memberi keutamaan kepada sumber seperti pelaburan dan masa dengan cara yang paling cekap dan berkesan.

Kata kunci: niat pembelian, teori perilaku terencana, produk kecantikan, harga

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LIST OF ABBREVIATIONS

KMO..... Kaiser-Meyer-Olkin
SPSS..... Statistical Package for the Social Science



CHAPTER 1

INTRODUCTION

1.1 Background of the Study

The internet users in Malaysia have been growing rapidly. In 1992, there were only 90 internet users. However, the users increased tremendously to 50,176 in 1996 and by the end of 1997, the internet users have reached 100,103 (Harn, Khatibi, & Ismail, 2006). By the year 2002, Harn *et al.* (2006) reported that the user has reached 2 million up to March that year which is 21% of Malaysia's population. In 2016, Internet World Stats has reported that internet users in Malaysia up to June were currently 21.1 million compared to 2010 where the internet user at that time was only 3.7 million. In June 2017, International Trade Administration, United States of America published that Malaysia has approximately 22 million active internet users which is 68% of the population. The internet has been used for several purposes namely, communication by text (92.7%), getting information (90.1%), reading e-publication (50.1%), online job application (36.8%) and even online shopping and make reservations (35.3%) (Malaysina Communications and Multimedia Commission, 2016).

On the other hand, Malaysian Digital Economy Corporation has disclosed that in February 2017, Malaysian consumer has been categorized as a shopaholic. The data showed that 7% of the online shoppers making a purchase almost daily, followed by 26% of them making a purchase once a week, 54% once a month while another 13% of them only making a purchase once a year (Nee, 2017). Lee, Eze,

The contents of
the thesis is for
internal user
only

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Appendix A: Questionnaires



UNIVERSITI UTARA MALAYSIA

Dear Respondents,

I am Master's student of Universiti Utara Malaysia and survey among women aged between 20 to 49 years old on the online purchase intention in beauty products to fulfil my Master's requirement.

I understand that your time is valuable. However, your participation in this survey, which will require only about 10-15 minutes of your time, is vital to the success of this study.

All information provided in this questionnaire will be confidential and is intended only for this study. No information pertaining to individuals will be divulged to any third person or organization. All information obtained in this study will be used purely for academic purposes only.

Should you have any queries regarding this research please do not hesitate to contact me at ezaliza0903@gmail.com. Thank you very much for your cooperation in responding to the questionnaire. Your participation in this study is greatly appreciated.

Sincerely,
Ezaliza Binti Ibnil Hajar
MSc Candidate

Bahagian A: Maklumat Demografi
Section A: Demographic Information

Sila tanda (✓) pada ruangan yang sesuai atau isi pada tempat kosong, yang mana bersesuaian.

Please check (✓) in the appropriate box or fill in the blank, where appropriate.

1. Taraf perkahwinan (*Marital status*):
 - ☐ Bujang (*Single*)
 - ☐ Berkahwin (*Married*)
 - ☐ Janda/duda/bercerai (*Widowed/Divorced*)
2. Tahap pendidikan tertinggi (*Highest educational level*):
 - ☐ Sekolah rendah (*Primary education*)
 - ☐ Sekolah menengah (*Secondary education*)
 - ☐ Sekolah pasca menengah (*Post-secondary education*)
 - ☐ Pengajian tinggi (*Tertiary*)
3. Bangsa (*Race*):
 - ☐ Melayu (*Malay*)
 - ☐ Cina (*Chinese*)
 - ☐ India (*Indian*)
 - ☐ Lain-lain, sila nyatakan (*Others, please specify*):

4. Umur (*Age*):
 - ☐ 20 - 29 tahun (*years old*)
 - ☐ 30 - 39 tahun (*years old*)
 - ☐ 40 - 49 tahun (*years old*)
5. Pendapatan (*Income*):
 - ☐ Ditanggung (*Dependent*)
 - ☐ RM1,000 ke bawah (*Below RM1,000*)
 - ☐ RM1,000 - RM3,000 (*RM1,000 – RM3,000*)
 - ☐ RM3,001 – RM5,000 (*RM3,001 – RM5,000*)
 - ☐ RM5,001 ke atas (*Above RM5,001*)

6. Kawasan tempat tinggal (*Residential area*) :

- | | | |
|---------------------------------------|--|---------------------------------------|
| <input type="checkbox"/> Abi | <input type="checkbox"/> Kurong Anai | <input type="checkbox"/> Sanglang |
| <input type="checkbox"/> Arau | <input type="checkbox"/> Kurong Batang | <input type="checkbox"/> Sena |
| <input type="checkbox"/> Beseri | <input type="checkbox"/> Ngulang | <input type="checkbox"/> Seriab |
| <input type="checkbox"/> Chuping | <input type="checkbox"/> Oran | <input type="checkbox"/> Sungai Adam |
| <input type="checkbox"/> Jejawi | <input type="checkbox"/> Padang Pauh | <input type="checkbox"/> Titi Tinggi |
| <input type="checkbox"/> Kayang | <input type="checkbox"/> Padang Siding | <input type="checkbox"/> Utan Aji |
| <input type="checkbox"/> Kechor | <input type="checkbox"/> Paya | <input type="checkbox"/> Wang Bintong |
| <input type="checkbox"/> Kuala Perlis | | |

**SOAL SELIDIK NIAT MEMBELI PRODUK KECANTIKAN DALAM
TALIAN**
(SURVEY OF ONLINE PURCHASE INTENTION IN BEAUTY PRODUCTS)



UUM
Universiti Utara Malaysia

Bahagian B: Niat membeli produk kecantikan secara dalam talian**Section B: Online purchase intention of beauty product**

Fikirkan tentang niat anda untuk membeli produk kecantikan secara dalam talian. Sejauh manakah anda bersetuju atau tidak bersetuju dengan setiap kenyataan di bawah yang menggambarkan niat anda untuk membeli produk kecantikan secara dalam talian? **Bulatkan** jawapan anda berpandukan skala di bawah.

(Think about your intention to purchase a beauty product online. To what extent you agree or disagree whether each statement below describes your intention to purchase online? **Circle** your answer using the scale below).

Sangat tidak setuju (Strongly disagree)	Tidak setuju (Disagree)	Berkecuali (Neither agree nor disagree)	Setuju (Agree)	Sangat setuju (Strongly agree)
1	2	3	4	5

1	Saya mungkin akan membeli produk kecantikan di internet tidak lama lagi. (<i>I will probably buy a beauty product on the internet soon</i>).	1	2	3	4	5
2	Internet mungkin akan menjadi medium yang saya gunakan untuk membeli-belah saya pada masa akan datang. (<i>The internet will probably be the medium I use to do my purchase in the future</i>).	1	2	3	4	5
3	Saya bercadang untuk menggunakan internet untuk membeli produk kecantikan tidak lama lagi. (<i>I intend to use the internet to buy a beauty product soon</i>).	1	2	3	4	5

Bahagian C: Persepsi atas kemudahan penggunaan
Section C: Perceived ease of use (PEOU)

Fikirkan tentang persepsi anda atas kemudahan penggunaan internet untuk membeli produk kecantikan secara dalam talian. Sejauh mana anda bersetuju atau tidak bersetuju dengan setiap kenyataan di bawah yang menggambarkan persepsi anda atas kemudahan penggunaan internet untuk membeli produk kecantikan secara dalam talian? **Bulatkan** jawapan anda berpandukan skala di atas.

*(Think about the your perceived ease of use of the internet to purchase a beauty product online. To what extent you agree or disagree whether each statement below describes your perceived ease of use of the internet to purchase beauty product online? **Circle** your answer using the scale above).*

1	Belajar menggunakan internet untuk membeli produk kecantikan adalah mudah bagi saya, walaupun untuk kali pertama. <i>(Learning to use the internet to buy a beauty product would be easy for me, even for the first time).</i>	1	2	3	4	5
2	Menggunakan internet untuk membeli produk kecantikan adalah mudah untuk saya. <i>(Using the internet to buy a beauty product would be easy to do for me).</i>	1	2	3	4	5
3	Internet adalah mudah digunakan untuk saya membuat pembelian. <i>(The internet would be easy to be used to do my purchasing).</i>	1	2	3	4	5

Bahagian D: Persepsi atas kemanfaatan
Section D: Perceived usefulness(PU)

Fikirkan tentang persepsi anda atas kemanfaatan internet untuk membeli produk kecantikan secara dalam talian. Sejauh mana anda bersetuju atau tidak bersetuju sama ada setiap kenyataan di bawah yang menggambarkan persepsi anda atas kemanfaatan internet untuk membeli produk kecantikan secara dalam talian? **Bulatkan** jawapan anda berpandukan skala di atas.

*(Think about your perceived usefulness of the internet to purchase a beauty product online. To what extent you agree or disagree whether each statement below describes your perceived usefulness of the internet to purchase beauty products online? **Circle** your answer using the scale above).*

1	Menggunakan internet untuk mendapatkan sesuatu produk kecantikan membolehkan saya untuk membeli dengan lebih cekap. <i>(Using the internet to acquire a beauty product would allow me to shop more efficiently).</i>	1	2	3	4	5
2	Menggunakan internet untuk mendapatkan sesuatu produk kecantikan membolehkan saya untuk membeli dengan lebih cepat. <i>(Using the internet to acquire a beauty product would allow me to purchase more quickly).</i>	1	2	3	4	5
3	Menggunakan internet untuk mendapatkan sesuatu produk kecantikan adalah berguna untuk saya membeli-belah. <i>(Using the internet to acquire a beauty product would be useful to do my purchase).</i>	1	2	3	4	5

Bahagian E: Pelbagai produk kecantikan

Section E: Beauty product variety

Fikirkan tentang pelbagai produk kecantikan yang boleh didapati secara dalam talian. Sejauh mana anda bersetuju atau tidak bersetuju sama ada setiap kenyataan di bawah yang menggambarkan pelbagai produk kecantikan yang boleh didapati secara dalam talian? **Bulatkan** jawapan anda berpandukan skala di atas.

*(Think about a variety of beauty products available online. To what extent you agree or disagree whether each statement below describes a variety of beauty products available online? **Circle** your answer using the scale above).*

1	Membeli-belah dengan Internet menawarkan pelbagai produk kecantikan. (<i>Internet purchase offers a wide variety of beauty products</i>).	1	2	3	4	5
2	Saya selalu membeli jenis produk kecantikan yang saya mahu dari Internet. (<i>I always purchase the types of beauty products I want from the Internet</i>).	1	2	3	4	5
3	Saya boleh membeli produk kecantikan yang tidak terdapat di kedai runcit melalui Internet. (<i>I can buy the beauty products that are not available in retail shops through the Internet</i>).	1	2	3	4	5

Bahagian F: Harga
Section F: Pricing

Fikirkan tentang harga produk kecantikan yang boleh didapati secara dalam talian. Sejauh mana anda bersetuju atau tidak bersetuju sama ada setiap kenyataan di bawah yang menggambarkan harga produk kecantikan yang boleh didapati secara dalam talian? **Bulatkan** jawapan anda berpandukan skala di atas.

(Think about a pricing of beauty products available online. To what extent you agree or disagree whether each statement below describes a pricing of beauty products available online? **Circle** your answer using the scale above).

1	Membeli-belah secara dalam talian membolehkan saya untuk menjimatkan wang kerana saya tidak perlu membayar kos pengangkutan. (Online purchase allows me to save money as I do not need to pay transportation costs).	1	2	3	4	5
2	Membeli-belah secara dalam talian membolehkan saya untuk membeli produk kecantikan yang sama, atau yang serupa, pada harga yang lebih murah daripada kedai runcit tradisional. (Online purchase allows me to buy the same, or similar beauty products, at cheaper prices than traditional retailing stores).	1	2	3	4	5
3	Membeli-belah secara dalam talian menawarkan nilai yang lebih baik untuk wang saya berbanding membeli-belah secara tradisional. (Online purchase offers better value for my money compared to traditional purchasing).	1	2	3	4	5
4	Saya rasa Internet menawarkan harga yang lebih rendah berbanding dengan kedai runcit. (I think the Internet offers lower prices compared to retail stores).	1	2	3	4	5

Bahagian G: Jaminan produk
Section G: Product guarantee

Fikirkan tentang jaminan produk kecantikan sekiranya dibeli secara dalam talian. Sejauh mana anda bersetuju atau tidak bersetuju sama ada setiap kenyataan di bawah yang menggambarkan jaminan produk kecantikan sekiranya dibeli secara dalam talian? **Bulatkan** jawapan anda berpandukan skala di atas.

*(Think about beauty products guarantee if purchased online. To what extent you agree or disagree whether each statement below describes beauty product guarantee if purchased online? **Circle** your answer using the scale above).*

1	Kuantiti dan kualiti produk kecantikan yang saya terima daripada peruncit Internet adalah sama dengan yang saya pesan. <i>(The quantity and quality of the beauty products I receive from Internet retailers are the same as I order).</i>	1	2	3	4	5
2	Peruncit Internet dapat memberi jaminan ke atas produk kecantikan mereka. <i>(Internet retailers honor their beauty product guarantees).</i>	1	2	3	4	5
3	Produk kecantikan yang saya pesan dihantar kepada saya dalam tempoh masa yang dijanjikan oleh peruncit Internet. <i>(The beauty products I ordered are delivered to me within the time promised by the Internet retailers).</i>	1	2	3	4	5

Bahagian H: Norma subjektif
Section H: Subjective norms

Fikirkan tentang norma subjektif dalam membeli produk kecantikan secara dalam talian. Sejauh mana anda bersetuju atau tidak bersetuju sama ada setiap kenyataan di bawah yang menggambarkan norma subjektif dalam membeli produk kecantikan secara dalam talian? **Bulatkan** jawapan anda berpandukan skala di atas.

*(Think about subjective norms in purchasing beauty products online. To what extent you agree or disagree whether each statement below describes subjective norm in purchasing beauty product online? **Circle** your answer using the scale above).*

1	Media yang mempengaruhi keputusan saya untuk membeli produk kecantikan melalui Internet. (<i>The media influenced my decision to purchase a beauty product through the Internet</i>).	1	2	3	4	5
2	Komunikasi pemasaran mempengaruhi keputusan saya untuk membeli produk kecantikan melalui Internet. (<i>Marketing communication influenced my decision to purchase a beauty product through the Internet</i>).	1	2	3	4	5
3	Keluarga/rakan menggalakkan saya untuk membuat pembelian product kecantikan melalui Internet. (<i>Family/friends encourage me to purchase a beauty product through the Internet</i>).	1	2	3	4	5

KAJISELIDIK TAMAT (END OF QUESTIONNAIRE)
TERIMA KASIH (THANK YOU)

Appendix B: Profile of Online Shoppers

Profile of Online Shoppers by Age

Age	Percentage
Below 15	0.9%
15-19	14.6%
20- 24	22.0%
25- 29	16.2%
30- 34	14.0%
35- 39	10.6%
40- 44	7.6%
45- 49	5.7%
50- 54	4.8%
55- 59	1.8%
60- 64	1.2%
65 and above	0.6%

Source: Malaysian Communications and Multimedia Commission (2016)



Appendix C: Percentage of Internet Users by Online Activities

Percentage of Internet Users by Online Activities

Online Activities	Percentage
Communication by text	92.7%
Getting information	90.1%
Visit social networking sites	80.0%
Streaming video/Watch TV	70.9%
Study	67.5%
Listen to music	64.2%
Government services	59.0%
Download free music/video	57.4%
Read e-publication	50.1%
Play computer games	43.7%
Internet telephony	39.1%
Online job application	36.8%
Internet banking	36.2%
Shopping/reservation	35.3%
Maintain blogs/homepages	20.0%
Selling goods/services	18.9%
Stock trading	4.9%
Entertainment	2.0%
General communication	0.8%
Other online activities	1.0%

Source: Malaysian Communications and Multimedia Commission (2016)



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Appendix D: Percentage of Online Shopping Purpose

Percentage of Online Shopping Purpose

Online Shopping Purpose	Percentage
Convenient delivery service	87.4%
Better price	77.1%
Time constraint	74.6%
More variety	74.3%
Do not have to worry about location	70.7%
Shops/ Products review by others	59.6%
Easy tracking of spending	58.6%
Do not like to go to shops	32.3%
Others	3.5%

Source: "Internet User Survey 2016" (2016, p.70)



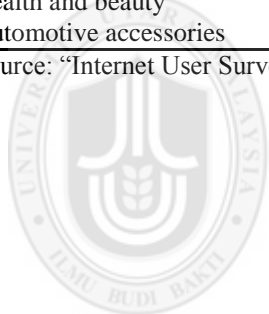
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Appendix E: Percentage of Types of Goods and Services Purchased Online

Percentage of Types of Goods and Services Purchased Online

Types of Goods and Services Purchased Online	Percentage
Clothing, jewellery and accessories	73.9%
Travel arrangement	58.6%
Top-up prepaid phone	48.4%
Food and beverage	41.4%
Other entertainment products (concerts, tickets)	31.6%
Housewares	31.4%
Computer software and hardware	29.2%
Music and videos (downloaded)	29.0%
Publications (not downloaded)	24.8%
Gifts	24.4%
Sports equipment	21.5%
Toys and games	20.7%
e-publication	17.1%
Groceries	10.6%
Music and videos (not downloaded)	10.5%
Others	6.7%
Health and beauty	4.4%
Automotive accessories	1.3%

Source: "Internet User Survey 2016" (2016, p.70-71)



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Appendix F: Percentage of Types of Online Shopping Factors

Percentage of Types of Online Shopping Factors

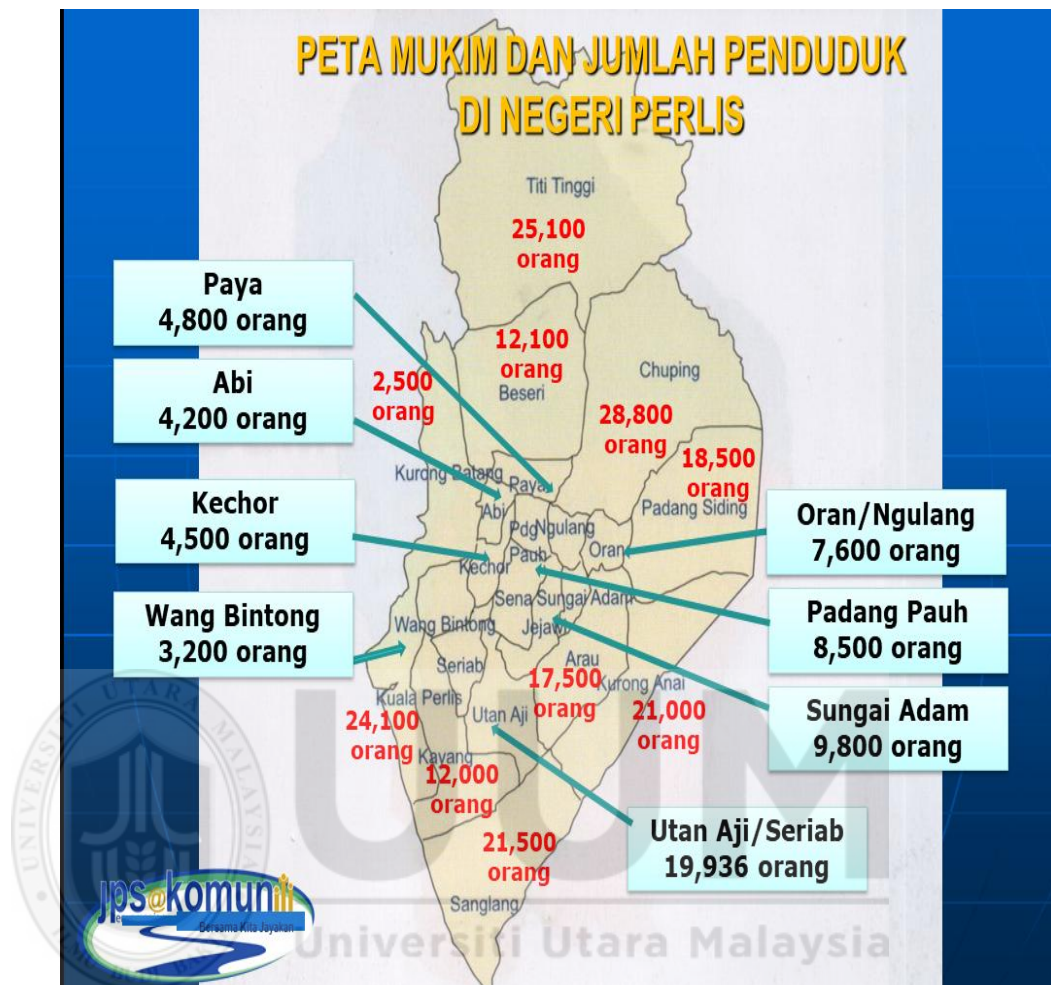
Types of Online Shopping Factors	Percentage
Competitive price	91.9%
Efficiency of payment	82.4%
Product description and review	82.1%
Special promotions	81.1%
Shipping cost	80.6%
Retailer reputation	79.2%
Others	3.4%
Others	3.4%
None	0.2%

Source: "Internet User Survey 2016" (2016, p.71)



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Appendix G: Population in Perlis



Source: “Perlis State Department of Irrigation And Drainage” (2012)

Appendix H: Descriptive Statistics for Demographic Profile (Pilot Test)

Descriptive Statistics for Demographic Profile (Pilot Test)

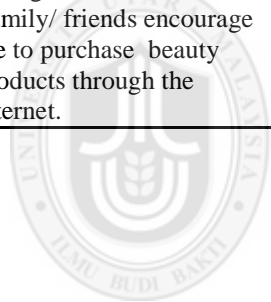
Items	Categories	Frequency	%
Marital status	Single	6	20.0
	Married	23	76.7
	Widowed/Divorced	1	3.3
Ethnicity	Malay	27	90.0
	Chinese	1	3.3
	Indian	0	0.0
	Others	2	6.7
Age	20 - 29	7	23.3
	30 - 39	20	66.7
	40 - 49	3	10.0
Income	Dependent	1	3.3
	Below RM1,000	1	3.3
	RM1,000 - RM3,000	15	50.0
	RM3,001 - RM5,000	10	33.3
	Above RM5,0001	3	10.0
Residential area	Abi	1	3.3
	Arau	2	6.7
	Beseri	1	3.3
	Chuping	2	6.7
	Jejawi	2	6.7
	Kayang	2	6.7
	Kechor	2	6.7
	Kuala Perlis	2	6.7
	Kurong Anai	1	3.3
	Kurong Batang	1	3.3
	Ngulang	1	3.3
	Oran	1	3.3
	Padang Pauh	3	10
	Padang Siding	1	3.3
	Paya	1	3.3
	Sanglang	1	3.3
	Sena	1	3.3
	Seriab	1	3.3
	Sungai Adam	1	3.3
	Titi Tinggi	1	3.3
	Utan Aji	1	3.3
	Wang Bintong	1	3.3

Appendix I: Statistics of Items Score

Statistics of Items Score

Item	Frequency				
	Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
I will probably buy beauty product on the internet soon.	48	59	80	75	50
The internet will probably be the medium I use to do my purchase in the future	16	26	64	104	102
I intend to use the internet to buy a beauty product soon	45	54	83	71	59
Learning to use the internet to buy a beauty product would be easy for me, even for the first time.	19	46	91	72	84
Using the internet to buy a beauty product would be easy to do for me.	8	47	88	79	90
The internet would be easy to be used to do my purchasing.	7	22	86	92	105
Using the internet to acquire a beauty product would allow me to shop more efficiently.	33	36	114	84	45
Using the internet to acquire a beauty product would allow me to purchase more quickly.	28	45	104	75	60
Using the internet to acquire a beauty product would be useful to do my purchase.	19	39	102	93	59
Internet purchase offers a wide variety of beauty products.	10	29	86	82	105
I always purchase the types of beauty products I want from the internet.	51	46	116	44	55
I can buy the beauty products that are not available in retail shops through the internet.	17	25	93	79	98
Online purchase allows me to save money as I do not need to pay transportation costs.	18	32	97	93	72
Online purchase allows me to buy the same or similar beauty products, at cheaper prices than traditional retailing stores.	14	32	120	76	70

Online purchase offers better value for my money compared to traditional purchasing	14	32	111	103	52
I think the internet offers lower prices compared to retail stores.	10	43	119	82	58
The quantity and quality of the beauty products I receive from Internet retailers are exactly the same as I order.	25	35	133	82	37
Internet retailers honour their products guarantees.	11	50	137	77	37
The beauty products I ordered are delivered to me within the time promised by the internet retailers.	13	43	122	72	62
The media influenced my decision to purchase beauty products through the internet.	29	30	115	85	53
Marketing communication influenced my decision to purchases beauty products through the internet.	25	44	107	86	50
Family/ friends encourage me to purchase beauty products through the internet.	26	55	128	81	22



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Appendix J: Skewness and Kurtosis Statistics for Variable Items

<i>Skewness and Kurtosis Statistics for Variable Items</i>	Skewness		Kurtosis	
	Statistic	Std. Error	Statistic	Std. Error
I will probably buy beauty product on the internet soon	-.102	.138	-1.064	.275
The internet will probably be the medium I use to do my purchase in the future	-.794	.138	-.089	.275
I intend to use the internet to buy a beauty product soon	-.148	.138	-1.052	.275
Learning to use the internet to buy a beauty product would be easy for me, even for the first time	-.316	.138	-.840	.275
Using the internet to buy a beauty product would be easy to do for me	-.302	.138	-.902	.275
The internet would be easy to be used to do my purchasing	-.569	.138	-.348	.275
Using the internet to acquire a beauty product would allow me to shop more efficiently	-.309	.138	-.511	.275
Using the internet to acquire a beauty product would allow me to purchase more quickly	-.235	.138	-.722	.275
Using the internet to acquire a beauty product would be useful to do my product would be useful to do my purchasing	-.347	.138	-.488	.275
Internet purchase offers a wide variety of beauty products	-.539	.138	-.523	.275
I always purchase the types of beauty products I want from the internet	-.001	.138	-.886	.275
I can buy the beauty products that are not available in retail shops through the internet	-.552	.138	-.432	.275
Online purchase allows me to save money as I do not need to pay transportation costs	-.446	.138	-.428	.275
Online purchase allows me to buy the same or similar beauty products, at cheaper prices than traditional retailing stores	-.243	.138	-.484	.275
Online purchase offers better value for my money compared to traditional purchasing	-.367	.138	-.202	.275
I think the internet offers lower prices compared to retail stores	-.119	.138	-.557	.275
The quantity and quality of the beauty products I receive from Internet retailers are exactly the same as I order	-.269	.138	-.190	.275
Internet retailers honour their products guarantees	.010	.138	-.278	.275
The beauty products I ordered are delivered to me within the time promised by the internet retailers	-.112	.138	-.588	.275
The media influenced my decision to purchase beauty products through the internet	-3.63	.138	-.415	.275
Marketing communication influenced my	-.269	.138	-.564	.275

decision to purchases beauty products through the internet				
Family/ friends encourage me to purchase beauty products through the internet	-.188	.138	-.325	.275

